2023

BBQ DEMO PLAYBOOK

YOUR EVERYDAY GUIDE TO WEEKEND DEMOS

ACE®
The helpful place.

BBQ Demo Playbook

WHY DEMO?

Hosting in-store events allows our red-vested heroes to showcase both their incredible product knowledge and amazing customer service. Based on a past Traeger study, 40% of all Traeger grills sold go to customers who have seen a demo!

Store t ha h os e vent s e t hes p ositiv i mpacts:

+16.1%	+15.3%	+16.2%	+11.2%	+10.8%
Customer Count	Avg. Sales Per Store	Ace Rewards Sign-Ups	Avg. GP$ Per Store	Transactions

TO BE SUCCESSFUL:

- Need a dedicated and passionate **BBQ Expert** (Ace BBQ Bootcamp)
- Must **plan ahead**
- **Execute all National In-Store Parties**
- Roll the grills out and **grill every weekend!**
- **Have a demo grill for each brand** (Current model Weber, Traeger and Big Green Egg)
- **Utilize the BBQ Checklist** by brand to help create the most helpful shopping experience. Be sure to go through all suggestions on gear that will take the customer's grilling to the next level. Let them know you are their local Ace BBQ Expert and there for any future BBQ needs. (Checklists can be found on Ace Marketing Muscle.)

Always Be Showroom Ready

SET THE MOOD WITH THESE DAILY TASKS

The goal is to keep the sales floor always looking showroom ready. Below are the daily tasks we recommend to ensure your store's brand shop is in the best shape!

☑ LIGHTING

- Pergola overhead string lights – Turn on
- Lanterns Display – Turn on all the lights for the lanterns that are hanging from the overhead display rack (add batteries if necessary)
- Ensure patio light display beam is plugged in and lit

☑ CROSS-MERCHANDISE ITEMS

- Grill Covers – Make sure each grill is re-merchandised with the appropriate corresponding grill cover
- Ensure Solo Stove accessories are restocked on vignette

☑ SOUND

- Speakers - Play some upbeat music to draw the consumer into the space

☑ CLEAN OFF GRILLS AND RESTOCK ANY OUTS

Demo Details

KEEP THE GRILLS SMOKING EVERY WEEKEND WITH DEMOS RANGING FROM SIMPLE TO SPECTACULAR!

GOOD

Roll your demo grills outside and fire them up! The smoke alone will engage consumers' senses.
Big Green Egg — Set to 180 degrees, add a couple wood chunks and let it roll
Traeger — Set to 180 degrees and turn on Super Smoke
Weber — Put a smoking box inside

BETTER

- Fire up all demo grills and cook (See demo setups on pages 10-11)
- Sample food (Easy recipe ideas on pages 14-15)
- Set up additional demos for engagement (Additional Demo Suggestions on pages 12-13)
- Market the event (See pages 16-17)

Demo Details

BEST

- Fire up all demo grills and cook (See demo setups on pages 10-11)
- Sample food (Easy recipe ideas on pages 14-15)
- Set up additional demos for engagement (Additional Demo Suggestions on pages 12-13)
- Market the event (See pages 16-17)
- Offer a giveaway or contest
- Partner with a vendor — There are local sales representatives for all the grill partners Ace does business with. Check to see if they can assist or execute a demo for you.
- Get the community involved — Connect with local butchers, restaurants, fire department, pet shelters or little league teams.

Demo Details

FAMOUS

- Fire up all demo grills and cook as many weekends as possible (See demo setups on pages 10-11)
- Sample food (Easy recipe ideas on pages 14-15)
- Set up additional demos for engagement (Additional Demo Suggestions on pages 12-13)
- Market the event (See pages 16-17)
- Offer a giveaway or contest
- Partner with a vendor — There are local sales representatives for all the grill partners Ace does business with. Check to see if they can assist or execute a demo for you.
- Get the community involved — Connect with local butchers, restaurants, fire department, pet shelters or little league teams.
- Host a class or a competition

Demo Details

NATIONAL IN-STORE PARTIES

Make sure you are opted in to all National In-Store Parties for 2023 through SOCi (more on page 17). This will ensure you receive an execution guide, all sign kit elements, giveaways, and additional collateral to tout the event!

MARCH 25 — Spring Kickoff Party

APRIL 22 — New at Ace Launch Party

MAY 27 — Stars and Stripes BBQ Party

JULY 1 — 4th of July BBQ Party

SEPTEMBER 2 — Labor Day BBQ Party

NOVEMBER 18 — Thanksgrilling

DECEMBER 2 — Gifts and Grilling Party

TIPS AND TRICKS FOR DEMO SUCCESS

- **ENGAGE CONSUMERS** to help them pick the right grill for their needs
- **SET UP MULTIPLE TENTS** – one for food and one for mobile merchandising
- **SET UP ALL 3 GRILLS** within your demo space AND mobile merchandising tent to allow product interactions while the grills are hot
- **INCLUDE A VARIETY** of accessories, sauces, rubs and fuels to demo set-up
- **MIX IT UP!** Rotate brand focus. Try new sauces, rubs and foods to help showcase your entire assortment.
- **ENSURE YOU HAVE ENOUGH GARBAGE CANS** – you can never have enough! Keep your work station clutter free.
- **FOLLOW LOCAL HEALTH DEPARTMENT RULES** (Pages 18-19) – no personal snacking in the demo area!
- **LOOKING FOR COST SAVINGS?** Partner with your local grocery store, club store or butcher.
- **TIME FOR A NEW DEMO GRILL?** Consider selling your used demo grill at a discount to a customer to help offset costs

Demo Details

DO YOU HAVE AN ACE BBQ EXPERT?

Designate at least one person to complete BBQ Bootcamp and encourage employees to grill at home!

YES!

Mak s ur t he a r y ou g o-to erson and are helping to execute the demo. Let their passion shine and energize your staff and customers!

Make sure they are part of the **c B B E xpert Facebook group** so they can connect with other fellow Ace BBQ Experts and share their ideas!

NOT YET!

If not, be sure to sign up for one of our 5-star rated **Ac B B ootcamps** through Ace Learning Place.

AS OF JUNE 2022 WE HAVE:

1,683
Ace BBQ Experts

682
Participating Stores

4.9/5
Rating from Experts

Demo Details

BOOTCAMP STORES ARE SELLING MORE ACCESSORIES!

Bootcamp stores saw strong YOY growth from 2020 to 2021 in all BBQ categories:

BOOTCAMP STORES	VS	NON-BOOTCAMP STORES
+10% Accessories Unit Growth		-2.1% Accessories Unit Growth
0% Grills Unit Growth		-11.8% Grills Unit Growth
+2.6% Fuel Unit Growth		-9.2% Fuel Unit Growth
+44.4% Sauces and Rubs Unit Growth		+25.4% Sauces and Rubs Unit Growth

Plannin Y our Grillin D emo

6 STEPS FOR PLANNING YOUR GRILLING DEMO

1. CHOOSE
Choos y ou d emo ay every weekend

2. CREATE
Creat a a ctio p lan and get associates excited!

3. ENCOURAGE
Encourage your Ace BBQ Expert to **pla w eekly emos**

4. DECIDE
Decide the **bes p lac t s et u** — consider your indoor AND outdoor spaces

5. SET UP
Set up your **canopy, table a nd ispla a rea**

6. ENGAGE
Engage all 5 senses with food samples, **games musi and other activities**

SERVING SAMPLES

- Explain the samples, showcasing the grill and products used, then serve them. It's about engagement.
- Serve samples that promote excitement about the demo.
- Use the demo to promote any upcoming demos or events.
- Engage customers and answer questions about what you are grilling and Ace products you are using.

MAKE URE F OLLO A L T OWN/CIT R ULES N R EGULATIONS

Item T hat Hel M ake uccessfu D emo

9' x 9' x 9' Canopy

SKU 8232506 | $169.96

Folding Table

SKU 8315095 | $47.66

Cutting Board

SKU 6007953 | $6.81

Gloves

SKU 6204408 | $11.07

Ace Serving Boats

SKU 8069150 | $11.46 (125 pk)

Mini Insulated Cups

SKU 6806194 | $1.81

Squeeze Bottles

SKU 8083956 | $1.77 (1 pk)

Pape Towels

SKU 1558964 | $0.92

Kingsford Pans

SKU 8463135 | $4.50

SKU 8477358 | $4.50

Spoons & Forks

SKU 66040 | $2.08 (48 pk)

SKU 66046 | $2.08 (48 pk)

Cloro L ysol

SKU 1338847 | $4.71

SKU 1437128 | $3.70

Cooking Oil Spray

SKU 8060201 | $7.22

Packout Options

Use these packouts to organize your demo station

Milwaukee Version
(pictured to the left)
SKU 2800480

DeWalt Version
SKU 2409225

Craftsman Version
SKU 2014160

Prices subject to change.

Othe F amou f o F our Demo Ideas

BBQ SAUCE TASTING STATION

Here are some ideas for helpful products to use when creating a tasting station at your grilling demo!

Tip P u s auces/rub o t h t abl f o e asy impulse purchases after tasting

Squeeze Bottles

SKU 8083956 | $1.77 (1 pk)

Sampling Spoons

SKU 66040 | $2.08 (48 pk)

Pretzels

SKU 9388869 | $7.82

BBQ Sauces

From your assortment

Napkins

SKU 6000003 | $3.19 (200 pk)

Lysol Wipes

SKU 1018488 | $4.31

Prices subject to change.

LIGHTING AFFECTS COLOR DEMO

Mix a paint color in a Benjamin Moore color sample (or another brand) and apply to a small piece of drywall. Set a lamp next to the painted drywall board and show how the color is affected by low light vs. brighter light levels and a cool bulb vs. a warm bulb. Highlights the importance of color sampling in the space to see how natural light and fixtures affect the color at different times of the day.

QUALITY PAINT ROLLER DEMO

Use one lower quality roller (SKU# 1006654), one higher quality paint roller (SKU# 1561786 - Wooster, 19905 - Purdy, 1006651 - Ace best). Put 3M Blue Painter's Tape (SKU# 1010339) over both rollers and to illustrate why a customer should invest in a higher-quality roller. Painter's tape will take off more lint on the lesser quality roller, which would end up on the painted wall.

DO YOU CARRY RESHARP?

Bring the sharpening machine front and center and sharpen a couple knives for demonstration. Tomatoes work great for showcasing the knife sharpness.

Othe F amou f o F our Demo Ideas

FERTILIZER 4 STEP (REGIONAL)

Show all 4 Step bags on table and have extras handy for purchase. Have a spreader next to or on table to show that how to spread it. Set to 3 1/2 but also show customer where to find settings on back of bag. Customers can “Step in” at any time. If they miss a step, they can start at the next step and keep going. All fertilizers are safe for any grass type.

GRASS SEED REPAIR (EZ SEED)

Have EZ Seed on table. Shake seeds onto table using shaker jugs. Bags are applied with a spreader. Include images of damaged grass and how it can be repaired. Great for damage done by dogs.

IMPACT DRIVER DEMO

Secure lumber and place on table or demo space. Place screws, bits and impact driver nearby to allow customers to test!

CORDLESS DRILL DEMO

Secure lumber in a place where customers can demo the cutting power and efficiency of Milwaukee FUEL Drills and Hole Dozers.

EGO TRIMMER DEMO

Challenge customers to feed the line in a traditional string trimmer head faster than EGO’s Powerload™ and/or Rapid Reload™ heads to demonstrate the ease of use.

EGO BLOWER DEMO

Use EGO leaf blower to blow landscape rocks (or brick across smooth surface) to demonstrate power.

Recipes

CHICKEN LEG RECIPE

Ingredients:

- 2 Lb. (Approx. 8) Chicken Legs, Fresh
- 3-4 Tbsp Oil, Canolive Blend
- ¼ Cup Rub A Dub, 5280 Culinary (8562050)
- ¼ Cup Oink, 5280 Culinary (8562043)
- ½ Cup Blues Hog Original BBQ Sauce (8003502)
- ¼ Cup Fire Honey, 5280 Culinary (8017719)
- ¼ Cup Sweet Soy Sauce

Instructions:

Place the chicken legs into a large mixing bowl, add the oil and season to taste with the Oink and Rub A Dub, Cover the bowl, place in the fridge and let soak for 4 hours.

Ignite Weber Grill and adjust temp to 450˚ F.

Set your Big Green Egg to 450˚ F. Add hickory chunks to add smoke flavor.

Set your Traeger to 450˚F using Reserve blend pellets.

Using long tongs, Load chicken drumsticks into the grill and onto the grill grates.

Close grill and let the temp level out at 450˚ F.

Cook the chicken legs at 450˚ F, turning frequently, until the internal temp reaches 155˚ F.

Carefully Baste the drumsticks and let glaze set on the first side.

Rotate the legs and baste all sides and allow to glaze to set.

Continue this basting process on all sides, cooking to an internal temperature of 165˚.

Remove from Grill and serve with extra basting sauce.

Serve with a napkin, or 4.

SAUSAGE BURNT ENDS

Ingredients:

- 3 Lb. Chicken Pineapple Sausage
- ¼ Cup Tiki Tiki Rub, 5280 Culinary (8017400)
- 1 Jar Blues Hog Original BBQ Sauce (8003502)

Instructions:

Remove all sausage from packaging and divide links into 2 half aluminum pans.

Ignite Weber Grill and adjust temp to 450˚ F.

Set your Big Green Egg to 450˚ F.
Add hickory chunks to add smoke flavor.

Set your Traeger to 450˚F using Reserve blend pellets.

Using long tongs, load sausage into the grill and onto the grill grates.

Close grill and let the temp level out at 450˚ F.

Cook the sausage at 450˚ F, turning frequently, until the internal temp reaches 155˚ F and sausage is starting to get grill marks and light char.

Remove sausage from the grill, place on cutting board and cut each link into 4 equal pieces

Place cut pieces of sausage back into the 2 aluminum pans (divided out equally).

Season with Tiki Tiki Rub and add Blues Hog BBQ Sauce. Mix well.

Return to grill and cook for 5-7 minutes or until sauce starts to glaze.

Cook to an internal temperature of 165˚.

Remove from Grill, cover, hold hot and serve 2-3 pieces per customer.

Recipes

SMOKED CAJUN CHEEZ-ITS

Ingredients:

- 3 Lb. Cheez-Its (9792730)
- ¼ Cup Bayou Dust (8561961) or Cajun Seasoning
- ¼ Cup Peanut or Vegetable Oil
- 1 Kingsford Foil Vegetable Pan - Vented (8477358)
- Cherry & Hickory Pellets for Trager (8306375/8207433)
- Kingsford Deep Pan (8463135)
- Serving Boats (8069150)
- Tongs (8005134)
- Paper Towels (1558964)
- Charcoal & Hickory Chunks for Big Green Egg
- Gloves (6204408)

Instructions:

Prep Time: 10 min | Cook Time: 35-45 min

Set your Traeger to smoke setting and allow to warm up and build smoke.

Set your Big Green Egg to 200-225 degrees. Use hickory chunks to add smoky flavor.

In the Kingsford deep pan, add Cheez-Its, Bayou Dust seasoning and oil, mixing well to combine.

Allow to sit for about 10 minutes for the spices to activate into the crackers.

Place the seasoned crackers onto a vented cooking rack like the Kingsford Veggie Pan.

Once your grill is smoking and ready, place the pan of crackers on the grate and close the lid. Smoke for 45 minutes to help build a strong smoky flavor.

Turn up to 300 degrees.

Smoke and roast for about 10 minutes or until crackers reach desired doneness.

CAREFULLY remove from the grill and allow to cool to room temperature or slightly warm.

Serve in single-use, disposable cups using tongs or gloves to handle the crackers.

For speed of serving samples, have some cups filled halfway for customers to grab and go. Crackers should not be left out for customers to self-serve.

ADDITIONAL RECIPES

You can find more recipe ideas online at:

http://acenet.aceservices.com

https://www.acehardware.com/aceprojectplace

traegergrills.com/recipes

biggreenegg.com/recipes

weber.com/recipes

Look out for new recipes posted for each national party on https://acenet.aceservices.com/marketing/promotions/national-in-store-parties!

Marketing

SPREAD THE WORD!

Getting the word out to your customers through all different media will enhance your participation. The most common methods of advertising your event are listed below.

AMM
Access Ace Marketing Muscle for templates and creative

BAG STUFFERS
Create Bag Stuffers with details of event

POSTERS
Hang Posters to advertise day and time of event

BBQ EXPERT
Introduce your Ace BBQ Expert on your Facebook page

GO LIVE
Have associates “go live” on your Facebook page, highlighting the event

EMAIL
Send an email invite with details, date, and time

Marketing

CREATE AN IN-PERSON FACEBOOK EVENT

STEP 1

Scan the QR code on your mobile device.

STEP 2

Follow the instructions in the tab labeled, "How do I create an in person Facebook event?"

Create and Manage an Event
Create an Event
How do I create an in person Facebook event?
How do I create an online event on Facebook?
How can I add more hosts to my Facebook event?
How do I let people know about public Facebook events I'm hosting?
How do I add a map of my Facebook event's location?

GAIN NEW CUSTOMERS WHEN YOU ADVERTISE VIA THE SOCI COMMUNITY "ADS" CALENDAR

In SOCi, we've created an "easy" button for you to advertise your parties with a few clicks. Simply log in to SOCi and click "Messages." Find the calendar of choice and click "Take Me There". If you haven't already scheduled your party ads through the SOCi Party Opt-In, then click the ad to schedule it. **Remember, part a d r u f o w eek p rio t o h p art d ate s o p i e arly.**

A FEW BENEFITS:

COST EFFECTIVE

It's an inexpensive way to reach many consumers.

CONTROL

You have control over the budget if you want to make changes.

AUTOMATED

Costs, plus a 10% platform fee are automatically billed to your Ace statement.

CO-OP REIMBURSEMENT

You get 100% Ace Brand co-op reimbursement if you submit a claim in Ace Marketing Muscle.

Want to learn more about the SOCi Party Opt-In opportunity?
Visit https://acenet.aceservices.com/marketing/promotions/national-in-store-parties!
For additional assistance using SOCi, email support@meetsoci.com

Foo S afety and Other Helpfu l nfo

HOW TO SERVE SAFE FOOD AND COMPLY WITH LOCAL HEALTH DEPARTMENT REGULATIONS

Keeping the cooking and sampling area impeccably clean is crucial to serving safe food and ensuring customers trust in our demo serving. It also helps with compliance with local health department rules and regulations. Make sure to keep your hands and uniform clean, as well as practice proper handwashing, and safe food storage and holding. Follow these additional guidelines to keep you and your customers safe during this event:

PREPPING FOR YOUR EVENT

Partner wit y ou l oca h ealt d epartmen to create a health plan for demos. Once they see that you have this well planned, they will be there to support you in your demo endeavors.

Pla y our emos for the year and submit them all to the health department at once with your sanitation plan, layout and other required documents.

UNDERSTAND YOUR EVENT PLAN

What ood re o s ampling?

- Nonperishable – crackers, nuts, etc.
- Low Risk – Fully cooked foods or heat-and-serve foods
- Medium Risk – Partially cooked foods; some raw ingredients
- High Risk – All raw ingredients and raw prep

Where was the food purchased?

Wha k ind s torage/pre i r equired?

- Food storage before demo
- Prep before demo
- Storage during demo

THINGS TO HAVE ON THE DAY OF:

- Temperature log for hot and cold temperature tracking
- Handwashing station – see example of layout on page 19
- When possible, use disposable serving utensils
- Proper use of gloves
- Proper food serving techniques
- Proper food handling steps
- Hand sanitizer out for customers and associates. (food grade and food surface contact). You can buy pre-mixed sanitizer.
- Fire extinguisher

Foo S afety and Other Helpfu l nfo

THINGS TO REMEMBER:

- Not all health departments require permits; check with your local area to see what is required
- Once permitted, frame and display the permit for your customers to see
- Even though a locale may not require a permit for a demo, you should still maintain safe food handling and serving procedures
- Check with local health department for food handler's classes; having your ambassador take a class may not be required but is always a good idea
- Some food handler's classes are available online
- Once they have passed the class, frame and display the food handler's card at the demo
- Planning your events for the year is a good way to get your local health department involved and show them your plan for doing demos

NOTE:

If you can't serve samples because of health department concerns, you can still demo your grills without having to cook. Turn on the Traeger to smoke and show off; turn on the Weber; or fire up the Big Green Egg.

Keep all grills below 250 degrees to enhance the smoking of the grills. Always be sure to place signs that state "CAUTION: HOT GRILL." Getting the senses going with smoke is the start of the conversation around grilling.

Anothe w a t s howcas y ou g rill i t o cook unch or our ssociates. o d on't need o ampl f ood s el g rills s moke wil c reat t h b uzz and uriosity.

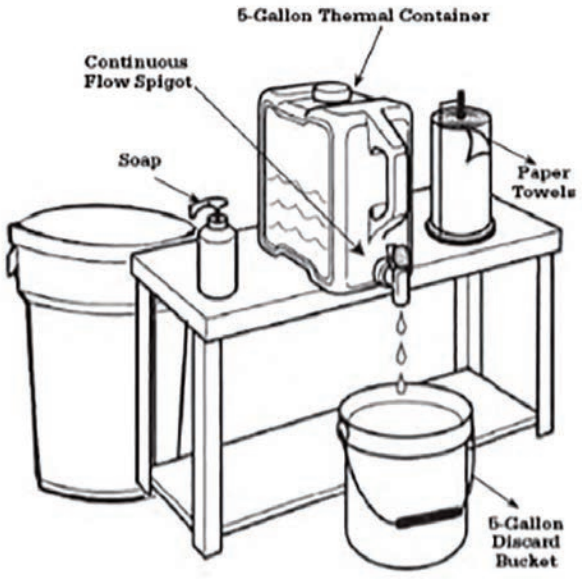
ACCEPTABLE HANDWASHING STATION FOR TEMPORARY FOOD VENDORS

Proper handwashing is critical to preventing foodborne illness. Hands must be washed before starting work, after handling raw meat, after using the restroom and any other time hands become soiled. The handwashing station must be set up prior to beginning food preparation or service, and should be located where it's easily accessible and convenient for all temporary food workers.

SETUP

Required Items:

- A five-gallon or larger insulated container filled with warm water (100°F–120°F) for handwashing delivered through a spigot or spout that is continuously flowing. (No push-button spigots.)
- A container for wastewater retention (i.e., five-gallon bucket), which must be disposed of into an approved sewer or wastewater system once full.
- Hand soap and paper towels (sanitizers DO NOT replace handwashing).



Was H and B efore Starting to work | Handling Ready-to-Eat Food

Was H and A fter Using the Restroom | Sneezing | Coughing | Touching Raw Food | Touching Face or Hair | Eating or Drinking | Emptying Garbage | Smoking | Any Chance of Contamination

10673_0822

ACE10673